Coalition Meeting Agenda

March 23rd, 2017

Byron

1. Introductions - a special welcome to the Village of Vernon to the Coalition and their proposal to have a launch/landing site on Village property
2. Presentation from the host community, Byron, on the master plan for the River as it passes through the Village
3. Update on 10 year commitments, support letters, and MOU
4. Update on the application contents--completed sections and those requiring more work.
* Presentation on existing and planned trail infrastructure
* Get prospective on what organizations are already doing in relationship to BMPs
* Committee is developing a Water Trail Plan that describes our Vision, desired future conditions (goals) and strategies and/or ways to work together to achieve the goals.  What are are some of those actions or strategies we could do to help achieve our Vision/goals for the Shi WT:
	+ Vision/Goals
		- Recreation
		- Management and Maintenance
		- Marketing and Education
		- Conservation
1. Application work item for the attendees--A response (10 minutes) to the question, "What sets the Shiawassee River Water Trail apart from other rivers?"

**Thank you very much to the Byron Community for hosting and to Chris Dickinson for providing the pizza!**

**Shiawassee National Water Trail Coalition**

**Draft Mission and Vision Statement**

Shiawassee National Water Trail Coalition has a three-part approach when taking a Strategic Planning approach. These parts are:

1. Mission Statement—Why do we exist now? Peak performers should have a sense of mission.
2. Vision Statement—Where we should be headed? Define the desired end state and what a process looks like.
3. Strategic Plan—How do we plan to get there? A response is the Water Trail Plan.

**Mission Statement**

The mission statement is concise and direct. At their best these statements define the name and the entity’s status, for what it is created and for whom its outcomes are intended.

*SHIAWASSEE RIVER NATIONAL WATER TRAIL*

***Draft MISSION STATEMENT***

*The Shiawassee River Water Trail Coalition is a committed stakeholder team of municipalities, agencies, non-profit corporations and interested individuals along the course of the Shiawassee River between Holly and Chesaning, Michigan. The Mission of the Coalition is to improve and promote public use of the water trail as a valuable resource for non-motorized recreation and tourism and to support and enhance river conservation and stewardship.*

**Vision Statement.**

Based on a preliminary evaluation of the needs for the water trail, we should look 10 years into the future with the vision statement, an expression of what will be accomplished when the strategies are implemented.

*SHIAWASSEE RIVER NATIONAL WATER TRAIL*

***Draft VISION STATEMENT***

*In the year 2027, the Shiawassee River flowing from Holly to Chesaning, is a superlative water trail recognized in the Great Lakes Region as a destination for paddling and eco-tourism. The water trail provides a wide variety of paddling experiences and accommodates people of all skills and abilities. It provides close to home outdoor recreation opportunities and ties into the region’s Saginaw Bay Water Trails and non-motorized trail systems.*

*The communities along the river consider it to be an important asset and integral part of their community. People can easily access the river and trail users are enticed to explore the heritage, businesses and services that the towns and villages along the trail offer. Visitors are attracted to the water trail and the many events and programs that celebrate the River‘s natural and cultural heritage.*

*The Shiawassee River’s water quality, fisheries, and wildlife habitat continue to improve through increased public and private landowner stewardship and the efforts of local conservation organizations. Increased River recreation is creating greater awareness and stewardship of the river’s natural resources and users practice Leave No Trace principles.*